



Coalition for a Healthy Flathead

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**Smokefree
MONTANA**

March is Colorectal Cancer Awareness Month

March is Colorectal Cancer Awareness Month. Working together with coalition and healthcare partners throughout Flathead, Lake, Lincoln and Sanders Counties, we are spreading the word about the importance of getting everyone age 50 - 75 screened for colorectal cancer. Education materials ranging from table tents to

You
have the **power**
to **stop**
colorectal cancer
before it starts.
Get screened.

posters have been provided to: St. Luke's, St. Joseph's, Lake County Public Health Department, Western Montana Clinic, Confederated Salish & Kootenai Tribe, St. Luke's Community Center all in Lake County; St. John's Hospital, Libby Clinic, Community Health Center in Lincoln County; Healthcare providers in Noxon, Trout Creek, Hot Springs, Plains and Thompson Falls, Clark Fork Valley Hospital, Health Department, MSU Extension in Sanders County; healthcare providers, North Valley Hospital, The Summit, KRMC, Kalispell Chamber and Glacier Bank in Flathead County. If anyone would like copies of the materials provided, please let Wendy know.

Kick Butts Day: Stand Up, Speak Out, Seize Control

Kick Butts Day is a day of activism sponsored by the Campaign for Tobacco Free Kids that empowers youth to take action against tobacco use. During Kick Butts Day activities across the country, teens turn the table on Big Tobacco by exposing their lies and manipulations.

Each year more than 2 million people either quit or die from using tobacco products. To make up for those losses, Big Tobacco recruits youth as "replacement smokers" through creative marketing, flavored products, and other manipulative tactics. To quote a Lorillard Executive, "The base of our business is the high-school student."

The effectiveness with which Big Tobacco targets today's youth is very evident in the fact that 90% of adult smokers

began the habit before the age of 18. If current trends continue, 6 million of today's kids under the age of 18 will die from tobacco-related disease.

This year, Kick Butts Day is March 24th. The STAND Club of Flathead and Glacier

High Schools will conduct a Kick Butts Day event. If you would like to be a part of the event or simply want more information, contact Leslie.



Colorectal Cancer Fast Facts

Colorectal Cancer Basics

Colorectal cancer is cancer that starts in the tissues of the colon or the rectum. Polyps are abnormal growths that protrude from the inner wall of the colon or rectum. They are relatively common in people over age 50. Most polyps are benign (noncancerous), but experts believe that the majority of colorectal cancers develop in polyps known as adenomas. Detecting and removing these growths may help prevent colorectal cancer.¹

Colorectal cancer affects both men and women of all racial and ethnic groups, and is most often found in people aged 50 years or older.²

Colorectal Cancer in Montana

Colorectal cancer is common in Montana: approximately 470 people are newly diagnosed and 170 people die from it each year.³

Colorectal cancer is the third most common cancer in Montana for both men and women, after prostate and lung cancer for men and breast and lung cancer for women.

Among Montanans with colorectal cancer, more than 95% survive at least five years if their cancer is diagnosed at the local stage, but only 15% survive at least five years if their cancer is diagnosed at the distant stage.³

Early Detection

Colorectal cancer screening saves lives. Screening can find and remove precancerous polyps before they turn into cancer. Screening also helps find colorectal cancer at an early stage, when treatment often leads to a cure.

People who have polyps or colorectal cancer don't always have symptoms, especially at first. Someone could have polyps or colorectal cancer and not know it.

People aged 50 or older, and those who may be at higher than average risk for colorectal cancer should speak with their doctor about getting screened.²

Screening Recommendations

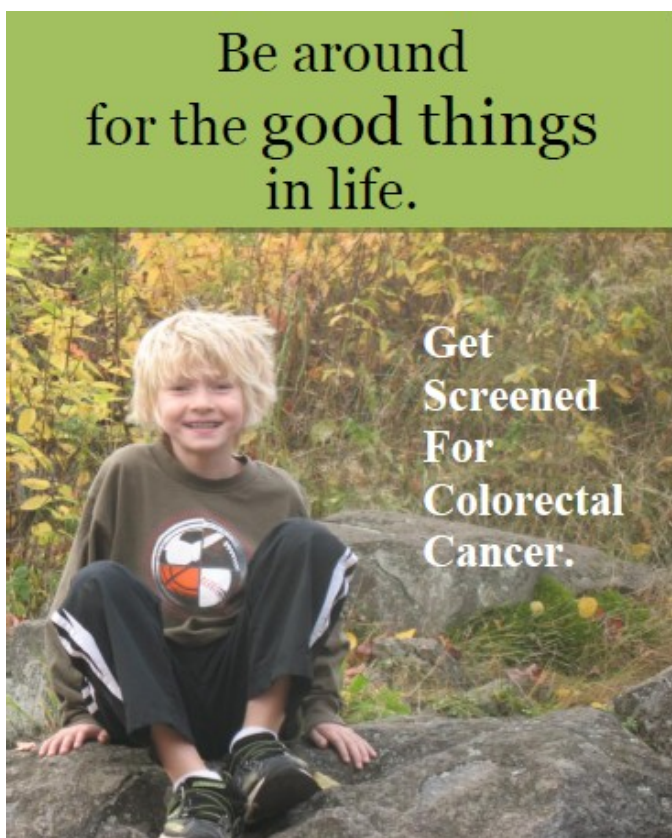
Several different screening tests can be used to find polyps or colorectal cancer. The U.S. Preventive Services Task Force (USPSTF) recommends colorectal cancer screening for men and women aged 50-75, and earlier than age 50 if at increased risk due to a personal or family history or risk factors. Screening test recommendations from the USPSTF include:

- * Every year: high-sensitivity fecal occult blood testing (FOBT) or
- * Every five years: flexible sigmoidoscopy with high-sensitivity fecal occult blood testing every 3 years or
- * Every ten years: colonoscopy

An informed decision-making discussion between individuals and their health care provider determines which test is best for them. The best test is the one completed.

Many insurance plans and Medicare help pay for colorectal cancer screening tests. Check with your plan to find out which tests are covered for you. If you are unable to pay for a colorectal cancer screening test, assistance may be available to you through the Montana Cancer Screening Program. **Call toll free 1-888-803-9343.**

*Source: 1 National Cancer Institute
2 Centers for Disease Control & Prevention
3 Cancer in Montana 2003-2007, Montana Central Tumor Registry Annual Report, 2009*



Report Finds \$1 Tobacco Tax Increase a Win for Montana

A new report shows that a \$1 tobacco tax increase in Montana would not only help gap the state's budget shortfall, but would go a long way to protect the health of its citizens and offer political revenue to its lawmakers. The report, *Tobacco Taxes: A Win-Win-Win for Cash-Strapped States*, was released as states are grappling with unprecedented budget shortfalls and facing tough choices to raise revenue and/or cut essential services.

A national poll released along with the report finds that 67 percent of voters support a \$1 tobacco tax increase. The poll also found that voters far prefer higher tobacco taxes to other options, such as other tax increases or budget cuts, for addressing state budget deficits.

"This report and poll show that raising tobacco taxes is truly a win-win-win for Montana," said Kristin Page Nei, American Cancer Society Cancer Action Network State Government Relations Director. "It is a budget

win that will help protect vital programs like health care and education, a health win that will prevent kids from smoking and save lives, and a political win with the voters."

In addition to providing national numbers, the report examines the benefits for each state. The benefits from a \$1 tax per pack cigarette tax increase in Montana include:

- * New annual revenue for the state totaling \$18.6 million
- * 6,200 kids kept from becoming addicted smokers
- * 2,900 lives saved from premature smoking-caused death
- * A five-year health savings of \$44.1 million from fewer smoking-affected pregnancies, health attacks and strokes
- * \$143.7 million in long-term health savings from adult and youth smoking declines
- * 12.1 percent decrease in youth smoking
- * 3,700 current adult smokers who would quit

Currently in Montana, 18.5% of adults smoke and the habit directly costs the state \$277 million in health care costs each year. On average, each pack of cigarettes sold in Montana costs the state \$9.17 in health care dollars.

"Increasing tobacco taxes by \$1 per pack is one of the most effective ways to reduce tobacco use, especially among youth," said Page Nei. "And even while reducing tobacco use, higher tobacco taxes have proven to be a reliable and predictable source of significant and immediate new revenue for the state."

The report details how every single state that has raised its cigarette tax rate significantly has generated dramatic new revenue despite the declines in smoking that occur as a result of the price increase. Revenues from tobacco tax will decline over time, and that is a good thing for public health. But these declines will

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MONTANA TOBACCO



- * Free Counseling
- * Free Information
- * Free Nicotine Replacement
- * Reduced cost prescription CHANTIX

Upcoming Events

March:	Colorectal Cancer Awareness Month
March 18:	Coalition Meeting
March 24:	Kick Butts Day
May 3:	Melanoma Monday
May 6:	MTCCC Statewide Mtg
May 12-13:	MTUPP Statewide Mtg
May 28:	Don't Fry Day

Win Win

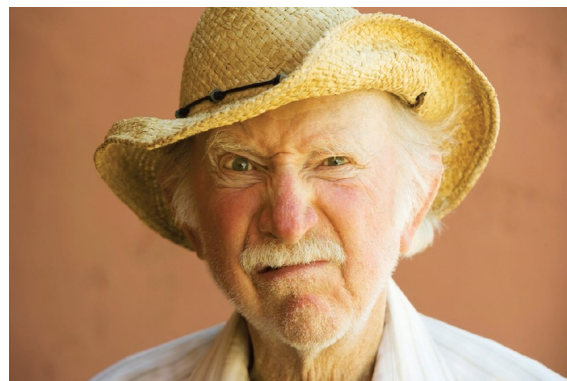
be gradual and predictable, so states can easily adjust for them.

“State tobacco tax revenues are more predictable and less volatile than many other state revenue sources, such as state income tax or corporate tax revenues, which can vary considerably each year,” said Page Nei. “The taxes are also one of the most effective ways to sharply reduce smoking, especially among youth, pregnant women, and low-income smokers. It’s a win for Montana every way you look at it.”

Research has consistently shown that every 10 percent increase in the price of cigarettes reduces youth smoking by 7 percent and overall cigarette consumption by about 4 percent. Since 2002, 46 states, the District of Columbia and several U.S. territories have raised their cigarette tax in more than 95 separate instances, including 14 states and the District of Columbia in 2009 alone. The current average state cigarette tax is \$1.34 per pack, with rates ranging from a low of seven cents in South Carolina to a high of \$3.46 in Rhode Island.

The report was released by the Campaign for Tobacco-Free Kids, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association and Robert Wood Johnson Foundation. To view the full report please visit www.tobaccofreekids.org/winwinwin.

Source: American Cancer Society, Cancer Action Network



**All Montanans age
50-75 should be
tested regularly for
colorectal cancer.**

If you are uninsured, or if your insurance plan doesn't cover colorectal cancer screening, you may be eligible for free screening tests through the **Montana Cancer Screening Program**.
Call Toll-Free 1-888-803-9343



Flathead City-County Health Department

We're on the Web:

flatheadhealth.org/healthadmin

THE COALITION FOR A HEALTHY FLATHEAD is a joint effort between the Flathead County Tobacco Use Prevention Program and the Region 1 Comprehensive Cancer Control Program.

Tobacco Prevention has a mission to reduce tobacco use by promoting a tobacco-free lifestyle and focuses on changing the way tobacco is used, sold and promoted in Montana; preventing youth from beginning a lifetime of addiction to tobacco products; and helping to protect non-smokers from the hazardous effects of secondhand smoke. Comprehensive Cancer Control has a mission to reduce cancer incidence, morbidity, and mortality, and cancer related health disparities. The program works to bring many partners together, use data and research results to identify priorities among cancer issues, implement evidence-based solutions, and use limited resources efficiently.

To join, contact Wendy Olson at 751-8106, wolson@flathead.mt.gov or Leslie Deck at 751-8107, ldeck@flathead.mt.gov.